

# **LOWER SAXONY AND THE UNITED STATES**

## **I. Economic and Business Connections**

### **A. Investment**

#### **U.S. Investment in Lower Saxony**

- Over 140 U.S. companies are located in Lower Saxony, including Johnson Controls Inc., the Dow Chemical Company, American Standard Inc., Cerberus Capital Management L.P., and KR Kohlberg Kravis Roberts & Co.
- At the end of 2007, U.S. direct investment in Lower Saxony was €3.884 billion.
- U.S. companies are the top foreign employer in Lower Saxony with over 44,000 jobs or 8.5% of all industrial jobs in the state.
- The six top U.S. investors in Lower Saxony generate total revenue of approximately €7.2 billion.

<b>Five TOP U.S. Companies in Lower Saxony (2007)</b>	<b>Employees</b>	<b>Sales (in million €)</b>
Dow Deutschland GmbH & Co, KG	1,750	2,400
Mars GmbH (Masterfoods)	975	1,260
Johnson Controls Autobatterie GmbH (VARTA)	800	1,045
WABCO Fahrzeugbremsen GmbH	3,000	1,000
Hermann C Starck GmbH & Co. KG	1,350	900

#### **Lower Saxony's Investment in the U.S.**

- Approximately 50 industrial enterprises from Lower Saxony have factories in the United States.
- Top Lower Saxony companies in the U.S. include VW, Continental AG, ZF Lemförder Fahrwerkstechnik AG, Symrise GmbH & Co. KG, and Kamax-Werke Rudolf Kellermann GmbH & Co. KG.
- At the end of 2007, Lower Saxony direct investment in the U.S. was €7.6 billion.
- Lower Saxony companies have created over 18,000 jobs in the American industrial sector, most of them in the automobile industry.
- VW announced on July 15, 2008, that the company has selected Chattanooga, Tennessee for its new U.S.-based factory. VW intends to invest up to one billion USD in the plant that is expected to start production on special models for the U.S. market in 2011. In its beginning stages the new plant is expected to produce annually 150,000 cars and employ approximately 2,000 workers.

<b>Five TOP L-S Companies in the U.S. (2006)</b>	<b>Employees</b>	<b>Sales (in million €)</b>
Volkswagen	328,599	23,601
Continental	82,967	4,616
Salzgitter	16,949	2,269
Nord/LB	5,367	996
E.ON	4,432	868

## B. Trade

	2006	2007	2008
Exports to U.S. in €	5,407,000,000	4,945,000,000	5,297,000,000
Imports from U.S. in €	3,440,000,000	2,464,000,000	2,209,000,000

(Source: Lower Saxony Ministry of Economics, Labor and Transportation)

## II. People-to-People Connections

### A. Tourism from the U.S.

- Approximately 28,000 Americans visited Lower Saxony in 2007, spending about U.S. \$36 million. In 2008 Lower Saxony was visited by 36,700 U.S. tourists.

### B. Resident Citizens and Emigrants

	<u>2005</u>	<u>2006</u>	<u>2007</u>
U.S. residents in Lower Saxony	4211	2,174	4,152

(These figures do not include dual citizens.)

## III. Educational & Cultural Exchanges

### A. Educational

- The "U.S. Advising Center" at the **University of Applied Science in Hannover** is part of "EducationUSA," a global network of more than 450 advising centers supported by the Bureau of Educational and Cultural Affairs at the U.S. Department of State.
- German International Graduate School of Management and Administration (GISMA):** GISMA is a Business School in Hanover, Lower Saxony, which cooperates closely with the Krannert School of Management at Purdue University, Indiana. GISMA was founded in 1999 as a joint initiative by the state of Lower Saxony and private-sector companies and is a private institution of higher education. The school's mission is to empower management professionals to respond to the special challenges and stringent demands of today's highly global business environment. It offers two MBA programs (a full-time MBA and a special part-time executive MBA program).
- The University of California at the University of Göttingen:** The partnership between the University of California and the University of Göttingen dates back to 1963 when 60 to 70 students from the campuses of the University of California came to study in Göttingen and vice versa. In recent years, the Free University of Berlin, the Humboldt University in Berlin, and the Technical University in Berlin as well as the University of Potsdam have joined the exchange program. German students can study tuition-free at University of California campuses including Berkeley (UCB), Los Angeles (UCLA), San Diego (UCSD), Santa Barbara (UCSB), Santa Cruz (UCSC), Riverside (UCR), Davis (UCD), or Irvine (UCI).

### B. Partnerships

#### Lower Saxony – U.S. Sister City Partnerships:

Bad Zwischenahn - Centerville, OH; Braunschweig - Omaha, NE; Celle - Tulsa, OK; Delmenhorst - Toledo, OH; Garbsen - Farmers Branch, TX; Glandorf - Glandorf, OH; Helmstedt - Albuquerque, NM; Melle, New Melle, MO; Munster - Radcliff, KY; Nienburg - Las Cruces, NM; Osnabrück - Evansville, IN; Quakenbrück - Conway, AR; Schaumburg - Schaumburg, IL; Seevetal - Decatur, IL;

Soltau - Coldwater, MI; Stade - Lakewood, CO; Walsrode - Hibbing, MN; Wilhelmshaven - Norfolk, VA; Wittmund - Simsbury, CT; Wolfenbüttel - Kenosha, WI

## **IV. Additional Info**

### **Special Ties between Lower Saxony and the United States**

- Medium-sized German companies wanting to do business in the U.S. are supported by the Lower Saxony-U.S. Business Center, which is attached to the German-American Chamber of Commerce in Atlanta. Assistance includes basic services such as the provision of a company address, help concerning the establishment of a corporation and marketing services.
- California was the featured partner “country” at the 2009 CeBIT fair.
- Lower Saxony Minister-President Christian Wulff will visit the U.S. with a business delegation in the fall of 2009. He will also observe Germany’s National Day on October 3 at the German Embassy in Washington, D.C.

*U.S. Consulate General Hamburg. August 2009.*